

Things to do Today Checklist

HIGH-PAYOFF ACTIVITIES TO KEEP YOU FOCUSED

- Schedule open houses for this weekend
- Do 5x5s (circle prospecting) on a new listing, an upcoming open house, or a sold property.
- Make calls to your past or current clients
- Offer CMAs to your sphere; prepare “annual updates” or unsolicited CMAs for your clients
- Send out a direct mail piece or email campaign
- Take floor duty and really work it!
- Preview properties and get to know the inventory
- Do business or personal pop-bys
- Update your web profile, write a blog post, or participate in social media
- Review your business and marketing plan. What needs work? Then, do something about it!
- Attend a networking event and follow up after the event
- Meet someone for a face-to-face coffee, lunch, etc.
- Update your mailing list
- Have a booth at a trade show or event
- Host a get together for people in your sphere of influence

- Host an educational class, session, or seminar
- Volunteer - Get out and meet new people! Be seen in your community!
- Attend an educational course and then do something with what you’ve learned
- Meet with a colleague or an affiliate to get ideas on your business and/or ways to collaborate
- Call to get updated emails addresses/contact info from your clients
- Put your name tag on and go meet people in public place
- Work FSBOs or expired listings
- Schedule a public speaking opportunity
- Create a video highlighting a neighborhood/area or yourself
- Do random acts of prospecting - pay for someone behind you in the drive-through and give them your card!
- Attend service club meetings (Rotary, Kiwanis, etc.)
- Farm a neighborhood and offer valuable information to residents
- Write handwritten notes
- Door knock
- Contact your out-of-state clients for referral opportunities

